

Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

1.956

H 2 Y 8

Kesner

UNITED STATES DEPARTMENT OF AGRICULTURE
PRODUCTION AND MARKETING ADMINISTRATION
INFORMATION SERVICE

150 Broadway
New York 7, New York

Y O U R F A M I L Y ' S F O O D

For use the week of April 7, 1947.

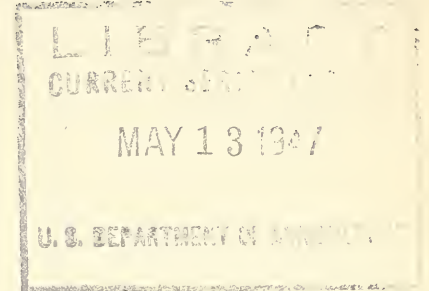
(Topics of the week:

1947 Garden Plans 1-29

Bees --- double-duty insects 30-40

Spuds for European Relief 41-58

Plentifuls 59-71



1. ANNOUNCER: Here is YOUR FAMILY'S FOOD...a program designed to keep you informed on factors affecting your daily food supply, and brought to you by Station _____, in cooperation with the U. S. Department of Agriculture. Our studio guest today is _____ of the _____ office of the Production and Marketing Administration. Since we are safely past April fool's jokes, now we can let those April showers start taking care of our May flowers.
2. PMA: All very fine. But you're sure of getting better results, if you do a bit of planning, instead of letting nature give you what she chooses.
3. ANNOUNCER: That sounds a little complicated to me. Just what are you driving at?
4. PMA: I was hinting that there's no time to lose if you hope to have a garden this year.

5. ANNOUNCER: You mean planting time is here?
6. PMA: Let's call it planning time. After all, you can't expect to have a successful garden unless you do some mighty careful figuring ahead of time.
7. ANNOUNCER: And I suppose your plans depend on whether this is going to be a new adventure, or whether you're an old hand at it. (60)
8. PMA: In some ways that's true, _____. The beginner will have to learn how to choose and care for his plot, and get some basic tools. On the other hand, the man who's been working his garden for a number of years has a pretty good idea of what will and what won't grow on his soil. And he probably has most of the equipment he needs.
9. ANNOUNCER: When you've chosen a fertile garden plot, and have the necessary tools, then I suppose the next steps are about the same for both novice and expert.
10. PMA: Basically, yes. Generally speaking, the would-be gardener must first decide whether he'll have an all-vegetable garden, or whether he'll include both flowers and vegetables. Then again he may want to concentrate on shrubs and flowers.

11. ANNOUNCER: I'd imagine that most folks will plan to have some vegetables in their gardens. Since there're still hungry people in the world, home gardeners can help by making their back yard the source of many of their vegetable needs. It'll relieve some of the burden on the railroads for one thing.
12. PMA: A very good point, _____. As a matter of fact, growing vegetables at home has a number of advantages. First, it helps to ease the strain on the family budget. Second, it provides the homemaker with fresh vegetables at the peak of their eating quality.
13. ANNOUNCER: If I'm not mistaken, I read somewhere that folks with home gardens eat more fruit and vegetables than do non-gardening families.
14. PMA: That's right, _____. A survey of city families was made recently. It showed that except for the lowest income group, folks with gardens bought more commercially produced fruits and vegetables than did families without gardens.
15. ANNOUNCER: That's understandable. Once you get the taste for a thing, you eat it more often...and you usually look for seconds. There's another thing to be said for home gardens...the sense of satisfaction and pride one gets from a successful garden is great.

16. PMA: Yes. Even though they don't grow the most perfect specimens, most backyard farmers get a kick out of just growing things --- whether they're vegetables or flowers.
17. ANNOUNCER: They certainly do. Speaking of flowers, I understand the Department of Agriculture plant scientists do quite a bit of work in floriculture.
18. PMA: Yes, they do. For example, they've introduced some very fine hardy outdoor **chrysanthemums**. Probably the most outstanding one is the yellow Algonquin. Before the war they did quite a bit of work on carnations. Flowers and shrubs, you know, and have a very important place in the garden. Not only do they give pleasure to the owner of the garden, but flowers enhance the beauty of the community.
19. ANNOUNCER: And the value of property, too. With emphasis being on vegetables for the past few years, it seems to me there's a great deal to be done in the way of civic improvements... strictly ornamental planting, I mean.
20. PMA: There certainly is. With proper leadership, civic-minded groups can give some towns a real beauty treatment.

21. ANNOUNCER: Indeed they can. Almost every rural and urban sections in all parts of the country needs a lot more trees, green lawns, and shrubbery. The same is true of school grounds, church yards, cemeteries, and highways. I should think that by working with a group on community improvement, the novice gardner could learn much from his fellow workers.

22. PMA: Yes, _____, that's one way he could get valuable experience. Of course, if he has the yen to cultivate his own garden, he should try to do a bit of both. In that way, he'd learn by working with the group, and then he could put his new Knowledge into practice in his own backyard. You know, to become an expert gardener, you've got to have plenty of actual experience.

23. ANNOUNCER: And I know you get that experience only by working in a garden. But, suppose you've never had one before, to whom would you turn for help?

The first of these is the fact that the system is not self-sufficient.

It is not self-sufficient in the sense that it does not produce enough to meet its own needs.

It is not self-sufficient in the sense that it does not produce enough to meet its own needs.

It is not self-sufficient in the sense that it does not produce enough to meet its own needs.

It is not self-sufficient in the sense that it does not produce enough to meet its own needs.

It is not self-sufficient in the sense that it does not produce enough to meet its own needs.

It is not self-sufficient in the sense that it does not produce enough to meet its own needs.

It is not self-sufficient in the sense that it does not produce enough to meet its own needs.

It is not self-sufficient in the sense that it does not produce enough to meet its own needs.

It is not self-sufficient in the sense that it does not produce enough to meet its own needs.

It is not self-sufficient in the sense that it does not produce enough to meet its own needs.

It is not self-sufficient in the sense that it does not produce enough to meet its own needs.

It is not self-sufficient in the sense that it does not produce enough to meet its own needs.

It is not self-sufficient in the sense that it does not produce enough to meet its own needs.

It is not self-sufficient in the sense that it does not produce enough to meet its own needs.

It is not self-sufficient in the sense that it does not produce enough to meet its own needs.

It is not self-sufficient in the sense that it does not produce enough to meet its own needs.

It is not self-sufficient in the sense that it does not produce enough to meet its own needs.

The second of these is the fact that the system is not self-sufficient.

It is not self-sufficient in the sense that it does not produce enough to meet its own needs.

It is not self-sufficient in the sense that it does not produce enough to meet its own needs.

It is not self-sufficient in the sense that it does not produce enough to meet its own needs.

24. PMA: Oh, there's the local county agricultural agent. Or you ~~could~~ ask your State Agricultural Extension Service for advice. The folks at these agencies can give you information on such local matters as the quality of the soil, the kind of fertilizer it might need, or when the last killing spring frosts occur. Then, too, the U. S. Department of Agriculture has bulletins that both novice and expert gardeners should find helpful/
25. ANNOUNCER: Could you suggest a good, all-round garden pamphlet that our listeners might write in for?
26. PMA: Why, yes. As a matter of fact, I was going to say that folks who are interested in growing vegetables will find a great deal of helpful information on the subject in USDA's "Growing Vegetables in Town and City."
27. ANNOUNCER: Is there any charge for that one?
28. PMA: No. It's free for the asking. Incidentally, it's a good guide for any gardener, for it covers such general topics as soil preparation and improvement, and planning and care of gardens. It also tells how to plant and cultivate a lot of annual and perennial vegetable crops.

1904

1904

1904

1904

1904

1904

1904

1904

1904

1904

1904

1904

1904

1904

1904

1904

1904

1904

1904

1904

1904

1904

29. ANNOUNCER: That takes in practically everything in the book. Friends, if you want to brush up on your garden techniques, why not write in to Station _____ for the USDA bulletin, "Growing Vegetables in Town and City." Just drop us a penny post card with the words "Growing Vegetables in Town and City," and your name and address, and we'll send the booklet to you free of charge. And now, _____, what else do you have on your list for discussion today?
30. PMA: I guess many of us are familiar with the verse
"How doth the little busy bee
Improve each shining hour...."
31. ANNOUNCER: Oh, yes....."And gather honey all the day
.....From every opening flower!"
32. PMA: The very same. You know bees are pretty important workers on the farm. Most folks think of them only as honey producers, but they have another even more important job.
33. ANNOUNCER: You mean pollinating flowers?
34. PMA: Not only flowers, but also fruit and vegetable buds. Without the busy, buzzing bees, there'd be a very little fruit, my friend. Whether you're growing tomatoes in vacant lot, or have an orchard of apples, you're pretty dependent on bees.

10

35. ANNOUNCER: Then the bee really gives both goods and service. Incidentally, what's the good news on honey?
36. PMA: Only fair. Honey stocks the country over are still light. You may recall that 1946 was a poor honey year. Back in mid-December there was 60 percent less honey than at that same time in 1945.
37. ANNOUNCER: Let's hope the bees will be busier this year.
38. PMA: They're already at work in some southern States. Citrus honey --- the first of the new crop --- will soon be coming from Texas and Florida. In May, we should get orange and sage honey from southern California. Then by early summer, there'll be alfalfa and dessert honey from Arizona.
39. ANNOUNCER: But in the meantime, homemakers will have to depend on what ~~supplies~~ their grocers have on hand.
40. PMA: That's about it. The price of honey has been going down in the last few weeks, too.
41. ANNOUNCER: That's a cheerful note. Any more?
42. PMA: If you mean any more cheerful notes...yes.
It appears that the long struggle by USDA to reduce the potato surplus is bearing fruit.

43. ANNOUNCER: Wow...block that metaphor! Are you trying to say that the surplus is no more?
44. PMA: There you go...always the extremist. No, the surplus is still with us, but some $17\frac{1}{2}$ million bushels are either on their way or about to be shipped abroad for hungry Europeans.
45. ANNOUNCER: That's almost a fifth of the surplus, isn't it?
46. PMA: Something like that. But I think the important part is that at least some of the huge excess spud crop will help feed hungry youngsters in Belgium, France, Portugal, Italy and Spain, as well as Germany.
47. ANNOUNCER: By the way, are we talking about raw potatoes or dehydrated spuds?
48. PMA: Oh, raw, of course. Dehydration costs would make spuds about three times as expensive as an equal quantity of wheat flour. In fact, the potatoes for Germany will be used mostly for seed.
49. ANNOUNCER: ...And that certainly requires raw potatoes. But don't German farmers have seed potatoes?

50. PMA: Oh, sure, but you see they've arrived at the point where all remaining German spuds would have to be saved for seed, so they'd be sure of having a crop next year. But now, the Army will undertake to supply about 6-1/2 million bushels of good quality Maine and North Central potatoes for seed use.
51. ANNOUNCER: I get it. Then German farmers can sell their remaining potatoes for table use. But let's see, you mentioned 17-1/2 million bushels, while the exports to Germany only account for 6-1/2 million. Who gets the rest?
52. PMA: Oh, the various countries I mentioned. About 3 million bushels have already been shipped... and contracts totaling another 6 million are completed. And right now, USDA is concluding arrangements for another 2 million.
53. ANNOUNCER: Three...six...two...plus 6-1/2 --- yep, it adds up. I just didn't want someone writing in and telling us we lost a million bushels of potatoes somewhere.
54. PMA: By the way, don't think that because all the work of months finally came through in the form of a few orders for potatoes, the Department is going to sit back and forget the surplus.

55. ANNOUNCER: I don't suppose you could even if you wanted to...but what are you driving at?
56. PMA: Well, I just wanted to mention that the offer of potatoes for relief feeding is still standing. You know, the Department has a token price of 4 cents a hundred pounds on spuds to foreign governments, UNRRA, and the Army.
57. ANNOUNCER: Isn't there some similar arrangement for commercial exporters, too?
58. PMA: That's right. Any private exporter who can find a spot for spuds --- outside of this country, that is --- can have 'em at a cost of 50 to 55 cents per hundredweight.
59. ANNOUNCER: I guess homemakers won't have any trouble finding spuds at their local markets.
60. PMA: No. There're are plenty on the homefront. Cabbage is right in there, too. What with spring days getting warmer, folks will be looking for more salads, so cole slaw should be in order.
61. ANNOUNCER: And how about some lettuce for those spring salads?

62. PMA: In general, there's plenty of Iceberg lettuce about. There's a good deal of spinach, too. You know, spinach, like other greens, is a rich source of minerals and vitamins. According to the Yearbook of Agriculture ---"Food and Life", the thinner and greener the leaf, the higher its value of iron and vitamin A.
63. ANNOUNCER: Then I guess Popeye really has something there. Are northeast markets boasting any new arrivals?
64. PMA: Some grocers now have good supplies of asparagus----that favorite spring-time vegetable.
65. ANNOUNCER: Asparagus oozing with butter is a dish fit for a king.
66. PMA: That's exactly what Augustus Caesar thought. Back in the days when he was Emperor of ancient Rome, it was one of his favorite dishes.
67. ANNOUNCER: Imagine Caesar and I going for the same things. Well, got any other plentiful on your list?
68. PMA: Yes. Carrots are abundant on all markets, and most homemakers will be able to find all the sweetpotatoes they need.
69. ANNOUNCER: And how about the fruit favorites?

70. PMA: Favorites is right. No new fruits have arrived in quantity yet, but there're are good supplies of that citrus pair --- orange and grapefruit, and apples are still abundant.

71. ANNOUNCER: Good enough. Now I see by the studio clock that our time is giving out. Thanks for being with us today, _____ of the _____ office of the Production and Marketing Administration. Tune in again next _____ when we'll bring you another edition of YOUR FAMILY'S FOOD.

#

PLEASE NOTE.....

Speeches have been numbered to make it easier for you to cut the script should you so desire. By making a slight change in some of the transitional speeches, you should be able to retain or delete any section of the script you wish.

If you offer the bulletin "Growing Vegetables in Town and City," please plan to do all mailing from your office. We shall be glad to supply you with as many copies as you may need for mailing from your office.

